

**Alberta Conservation Association
2023/24 Project Summary Report**

Project Name: Wildlife Cameras

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Colin Eyo

Primary ACA Staff on Project: Charmaine Brunes, Colin Eyo, Cassandra Hewitt, and Tara Holmwood

Partnerships

AltaLink

Aspen Properties

Capital Power

Nutrien

Shell Canada Limited

TransAlta

University of Alberta

Xplornet Enterprise Solutions

Key Findings

- Approximately 192,670 page views of our website between April 1, 2023, and March 31, 2024.
- Social media reach included 67 cross-network posts with 115,235 total impressions and 3,114 engagements.

Details

The wildlife cameras project increases traffic to Alberta Conservation Association's (ACA) website, giving us the opportunity to enhance the public's knowledge about the peregrine falcons' and ferruginous hawks' behaviour, biology, and status in Alberta. This project highlights these species at risk, other species at risk initiatives, and resources available from the

Government of Alberta. These cameras are important conservation work because they provide a connection between people and the natural world.

The peregrine falcon and ferruginous hawk cameras provide a bird's-eye view into the daily lives of each species as they fight for mates and territory, catch food, and raise their young.

In 2023/24, ACA livestreamed the video on our website from five peregrine falcon cameras located throughout Edmonton and area—Bell Tower, Genesee Power Plant, Nutrien, Shell Scotford and University of Alberta. The project also includes three ferruginous hawk nests monitored by trail cameras. The still images are reviewed and posted on our website.

In 2023/24, views of the wildlife camera section of our website accounted for 27% of website traffic. Social media reach included 67 cross-network posts with 115,235 total impressions and 3,114 engagements.

Photos



Photo 1. A screenshot of peregrine falcons at Genesee Power Plant. Photo: ACA.



Photo 2. A trail camera photo of ferruginous hawks at camera location 2. Photo: ACA.